



NRA RECRUITER

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TOP RECRUITERS

[View Complete Top Ten Lists](#)

Gun Show Recruiters

1. **Dave Fitzmorris** - 4,940
2. **Harry Jacobs** - 2,582
3. **Doyle Hallmark** - 1,738

Dealer Recruiters

1. **Shoot Straight** - 1,875
2. **TGSCOM** - 571
3. **G.A.T. Guns** - 463

Instructor Recruiters

1. **Indy Gun Safety** - 873
3. **Gunsite Academy** - 358
2. **Stark's Training Inst.** - 272

Club Recruiters

1. **Manhattan Wildlife Assn.** - 419
2. **Ancient City Shooting Range** - 413
3. **Peconic River Sportsman's Assn** - 312

Independent Recruiters

1. **Shooting USA** - 3,470
2. **NRA Store** - 1,474
3. **Eagle Publishing** - 696

REGIONAL GUN SHOW NEWS

- [Northeast](#)
- [Southeast](#)
- [Central](#)
- [West](#)

NRA IN THE NEWS

Timely articles featuring current NRA topics from across the country.

[Statement From NRA-PVF Chairman Chris W. Cox On The 2010 Nevada U.S. Senate Race](#)



[Candidate Grades and Endorsements](#)

QUICK INFO

Order your [recruiting supplies](#) online.



[Instructor PowerPoint](#) available for download.



[NRA-ILA Fact Sheets](#)

CONTACT US

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Regional Reps:

Vacant

Northeast - CT, IN, MA, ME, MI, NH, NJ, NY, OH, PA, RI, VT
800-672-0004 (option 2)

Wes Stinson

Southeast - AL, DE, FL, GA, KY, LA, MD, MS, NC, SC, TN, VA, WV
703-267-3772

Kyle Crew

Central - AR, IA, IL, MN, MO, OK, TX, WI
703-267-3779

Steve Malke

Western - AK, AZ, CA, CO, HI, ID, KS, MT, ND, NE, NM, NV, OR, SD, UT, WA, WY
703-267-3784



JULY/AUGUST RECRUITER NEWSLETTER
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Go Directly to the Source for NRA Related 2010 Election Information

Don't fall victim to the rumor mill. Get accurate and up-to-date information directly from the source when it comes to NRA and Second Amendment issues.

Don't allow other people to educate you on the NRA. Consult [NRA.org](#) and [NRA-ILA.org](#) for factual information. Arm yourself with the proper information to quickly answer any questions a potential new member may have.

October is "Sign Up A Spouse" Month

If every NRA member signed up his or her spouse, think of how many additional NRA members we would have. Signing up spouses is a great way to increase your recruiting numbers without doubling your work load.

Often, recruiters are signing up a member and the member's spouse is standing back waiting for them to finish. When the bystander is questioned, they overwhelmingly express their support for NRA; however, they cannot be counted as an official NRA member.

Here are a few simple tips to add-on an NRA membership for a spouse. Inform the member that if their spouse joins as well they will **double the ArmsCare® Firearm Insurance** for the household and add another magazine. If cost is a factor, you can then offer the \$10 Associate membership for the spouse. This membership does not come with a magazine but offers the same regular member benefits including the insurance. (*Note: you will need to submit an application for each member.*)

Hunting Season Opportunities

Hunting season presents recruiters with many opportunities to recruit new NRA members. Firearm and accessory sales are heating up and hunters have genuine excitement for the upcoming months.

One great, yet often overlooked venue to find new members is at sporting goods stores. As hunters prepare for the season, they will undoubtedly be stocking up on the newest gear and supplies to give them the edge they need out in the field.

This is also a time when hunters purchase hunting licenses. Many new gun owners and hunters will be at local ranges and at hunter education courses in preparation for the season. Scope out these locales for yet another great opportunity to add new members during the season.

When it comes right down to it, we hear many excuses as to why hunters are not members of the NRA. But the fact of the matter is that there are so many more reasons to be an NRA member. Hunting has long been in the crosshairs of the anti-gun and anti-hunting extremists. With so much riding on this year's elections, we need to educate as many hunters as possible and get them signed up as NRA members. Stress the **membership benefits** that hunters care about such as the gun and bow insurance and the security of knowing the NRA has their back when it comes to the traditions and values of our hunting heritage.

[Related article: Hunters Always Portrayed as the Villains](#)

Membership Matters

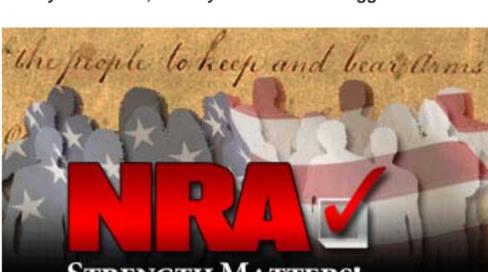
We are all NRA members, we all believe in the mission and we all know more people should join...but why? Recruiters are routinely asked, "*why should I join; how do I benefit?*" These seem like very easy questions to answer, but at times even the most seasoned recruiter can get stumped. The point is we need to read each potential member and determine the best way to connect with them. You can either focus on tangible benefits, intangible benefits or both.

Sometimes all it takes is listing the **tangible benefits of NRA memberships** for a potential member to join. These are very straightforward: Subscription to one of our award-winning magazines, \$1,000 firearms insurance, \$5,000 accidental death and dismemberment insurance, personalized membership card and decal to name a few ([view all here](#)).

On the other hand the intangible benefit is the hardest to convey, yet by far the most important. The intangible benefit is our freedom. Freedoms guaranteed to us by our Constitution. We need more people pulling the wagon and fewer people riding.

Members are the source of NRA's strength. Members are the muscle that moves our agenda forward. Members are the hardened hammer of proven voting authority that brings politicians back into line -- or puts them out on the street.

Recruiters, it is up to you to determine what will resonate with prospective members but always keep in mind that nothing means more in Washington than numbers. And in membership, manpower, money and mettle, nobody's numbers are bigger than NRA's.



Refresh Your Memory - Submitting Applications

Every so often a refresher on recruiting basics can help eliminate some common mistakes that delay membership processing. It's easy to forget the basics when you're a seasoned recruiter, but sometimes getting back to them can save you time and headaches, not to mention increase the number of freedom loving individuals that you bring into the NRA.

Balance your membership packages - Double check to make sure the check or money order equals the totals for the application. Failure to do so causes unnecessary delays in processing.

Double check for accuracy and legibility - NRA has to be able to read and process applications to avoid costly mix-ups.

Don't send cash in the mail - It's just not safe. Checks and money orders can only be cashed by NRA. Cash can be stolen at any time.

Remit your applications promptly - Your recruiter contract requires that all applications be sent to NRA on a weekly basis. Failure to do so causes more delays in processing and gives the NRA Recruiting Program a bad reputation.

Following these guidelines will eliminate many of the mistakes we see in the Recruiting Programs department. They will also lead to faster processing and higher overall member satisfaction with their NRA.

Thank you for your commitment to strengthening the NRA by recruiting NRA members. Please feel free to contact us with your questions or concerns regarding recruitment at 800-672-0004 (option 2) or recruiter@nrahq.org.